

Mujing Lin

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Education

- | | |
|---|---|
| The Hong Kong University of Science and Technology Division of Art and Machine Creativity <ul style="list-style-type: none">Pursuing Master of Arts in Arts and Machine Creativity | Sept. 2025 - Jun. 2026 <i>Hong Kong, China</i> |
| Nanjing University of The Arts School of Media Arts and Communication <ul style="list-style-type: none">Pursuing Bachelor of Fine Arts in Radio and Television Editing and DirectingOverall GPA: 3.9/5 (89.3/100)Selected Related Course: Video Lyricism Performance I (98), New Media Content Planning II (95), Media Narrative (94), Visual Packaging II (94), Digital Video Technology III (94) | Sept. 2021 - Jun. 2025 <i>Nanjing, China</i> |

Work Experience

- PDD Holdings Inc. (Pinduoduo)**
Jun. 2025 – Aug. 2025 *Full Time*
 - Edited and produced in-feed video ads for Pinduoduo (domestic/main platform), averaging 8+ short-form ads (under 2 minutes) daily across diverse products.
 - Produced promotional videos for “Duoduo Short Drama,” reaching Top 1 on the monthly high-LTV ad ranking, with other product ads consistently placing in the Top 100.
- Jiangsu Qiyu Film & Media Co., Ltd.**
Mar. 2024 – Aug. 2024 *Intern*
 - Participated in casting and assisted with directing for variety shows, focusing on guest selection and on-site coordination.
 - Conducted casting for “Chasing Stardom Dream”, selecting 50 guests from different actor types to match the show’s theme.
 - Served as Executive Director for “Chasing Stardom Dream”, overseeing production, managing filming schedules, and ensuring coordination between departments for seamless operations.
- Jiangsu Broadcasting Corporation (JSBC)**
Mar. 2024 – Oct. 2024 *Intern*
 - Coordinated daily operations and content strategies for Litchi News Promotion Department across multiple new media platforms, including Douyin, Kuaishou, and Weixin Channels.
 - Contributed to integrated media content development for the 2024 Olympic reports and special Litchi News feature topics, focusing on coordination and execution.
 - Responsible for daily viewership data statistics, providing weekly reading volume reports exceeding 1 million for high-quality content from the National Broadcasting Union.

Project Experience

- ShangRabbit Runs to the Moon: An Experiment of AI Intervening in Traditional Culture** AMNUA
Apr. 2023 - Jun. 2023 [[Project Page](#)] [[Media: Trailer](#)] [[Media: Teaser](#)]
 - Produced a one-minute concept short film for “Shangtu” (a Shang Dynasty-inspired rabbit character) by animating 50 hand-drawn sketches using After Effects (AE) to create a project teaser.
 - Utilized AI-driven image generation to reinterpret original sketches, producing images in various styles based on the storyline and cultural themes.
 - Contributed to the editing of a 50-episode documentary in which author Tang Chun introduces 50 sketches, showcasing the project’s journey in blending artistic process with audience engagement.

Chernobyl: Application of AIGC Technology in Short Film Production

Apr. 2024 – Jun. 2024 [\[Project Page\]](#) [\[Media\]](#)

Advised by [Xiang Xu](#)

- Generated video segments with Runway, followed by editing and adding effects in Adobe Premiere (PR) to produce the final short film *Chernobyl*.
- Led research and scriptwriting, using generative language models to create prompts for generating plotlines and content for the short film.
- Created prompt-based images with MidJourney to control visual style and key elements for the video.

Telling China's Stories: AI-Enhanced Trans-media Storytelling

Mar. 2024 – May. 2024 [\[Project Page\]](#) [\[Talk Show\]](#) [\[EP1\]](#) [\[EP2\]](#) [\[EP3\]](#)

Advised by [Lili Wang](#)

- Proposed IP “*Immortal Research Institute*”, reimagining Taoist mythology through AI-generated visuals and trans-media storytelling, bridging traditional cultural elements with modern digital narratives.
- Designed a three-phase AI-enhanced strategy.
- **Creation:** Engineered MidJourney prompts to redesign Taoist Immortals, retaining key cultural symbols while modernizing aesthetics.
- **Fermentation:** Transformed AI-generated visuals into memes, photo cards, and badges, integrating them into heritage education workshops at a primary school in Nanjing.
- **Visualization:** Scripted and directed an immortal cosplay talk show, blending folklore with modern social issues (e.g., pre-packaged meals, money worship).

Meta Stone Project: Infinite Possibilities Creative Forum

Nov. 2023 – Jan. 2024 [\[Project Page\]](#) [\[Teaser 1\]](#) [\[Teaser 2\]](#) [\[Teaser 3\]](#) [\[Trailer\]](#)

- Directed on-site filming during the Yangshan Stele field research. Produced the main trailer and individual teaser videos using Premiere Pro, highlighting the project's cultural significance.
- Contributed to live stream filming for the Meta Stone Forum, which was featured in media outlets including Xinhua Daily and Litchi News, generating over 2 million topic views on Weibo.

Selected Awards & Honors

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| Outstanding Graduate of Nanjing University of the Arts | 2025 |
| National Outstanding Award, The 16th National Advertising Art Design Competition | 2024 |
| Nanjing University of the Arts Scholarship - First Prize | 2024 |
| Excellence Award of Creative Planet Academy Award : 2023 Autumn | 2023 |
| Merit Student of Nanjing University of the Arts | 2022 |

Extracurricular Activities

Nanjing University of the Arts Enrollment and Promotion Volunteer Association

Mar. 2023 – Sept. 2024

- Led an 8-member team in planning and producing the series of promotional short videos for enrollment, “Hi, New NUAer!”, overseeing scriptwriting, shooting, and post-production, published on the university's official WeChat account, with each post garnering over 10,000 views.
- Acted as the President of the association, spearheaded content strategy for 20+ promotional posts on campus culture, entrance exam documentaries, and enrollment guides, driving over 100,000 views.
- Led 30+ volunteers serving major university events including Jiangsu Provincial Arts Unified Examination (serving 800+ candidates), earning "Excellent Volunteer" and "Outstanding Member awards".

Students' Union, School of Media, Nanjing University of the Arts

Sept. 2021 – Nov. 2023

- Served as the Head of the Copywriting Department. Authored over 30 posts for the official WeChat account Media Qingtuan, integrating video storytelling and H5 interactions to showcase college events. One post exceeded 5,000 views.
- Planned and hosted two successful online events, "Four Seasons Project" and "Good Night Plan", each attracting over 200 participants through community interaction, while transforming submitted photos into postcards for “Four Seasons Project”.